



CASE STUDY

SCALING A WINGSTOP FRANCHISEE THROUGH BACK-OFFICE EXPERTISE

CHALLENGE

A Wingstop franchisee with 10 locations was struggling to achieve profitability while dealing with high state unemployment rates and poor ACA compliance tracking from their PEO. **The PEO's generic solutions didn't fit the brand's specific needs, stalling their growth and profitability.**

SOLUTION

The franchisee tapped into Doyle's expertise in QSR back-office operations to achieve economies of scale.

We guided them in leaving the PEO and minimizing compliance risks with our human-led payroll, HR, and ACA solutions. This change reduced costs instantly and paved the way for rapid growth.



Moving over to Doyle HCM has helped us in more ways than we imagined. From implementation to support, they have been a great asset to our business and have handled our multiple locations with excellence.

I would recommend Doyle to any franchisee looking for a true partner for payroll.

Cliff Galloway, Owner
Wingstop

RESULTS

- Scaled from 10 to over 20 locations, with plans to reach 80 within three years
- Reduced their state unemployment rate by 50%
- Transitioned from unprofitable to generating multi-seven-figure profits annually
- Secured substantial savings through the Employee Retention Tax Credit